

RR Reynolds
Tobacco Company

March 3, 1998

Mr. J. W. Best
Mr. P. J. Cundari
Mr. R. M. Sanders
Mr. D. L. Wilmesher

T. W. Trader (Tom)
Director - Trade Relations

Winston-Salem, NC 27102
336-741-6956

*RSM's
TWD
Rich King
Dow Fitzgerald
As TWD's
Name*

RE: TRADE AD

Field sales will use the same generic trade ad in 1998 that we used in 1997. Each RSM received 25 in 1997 which should be enough for this year. If not, they should contact Trade Relations on quantities needed for 1998. Please notify your RSMs accordingly.

Tom

T. W. Trader

TWT:cg
Attachment

51851 7868

"We work for smokers."